

## Program Description

The LEAD Program is a free, voluntary prevention and education program for retail licensees, their employees, and applicants. It began on January 1, 1991 with a grant from the California Office of Traffic Safety.

Since February 1995, the Department of Alcoholic Beverage Control has funded the program. Since 1991, the LEAD Program has trained over 100,000 people.

The curriculum is designed for licensees, managers, and employees. There is no separate management curriculum. Program length is 3-1/2 hours, except for Fairs/Special Events Training, which is 2 hours.

Participation is limited to 50 persons per class.

## Mission

The mission of the LEAD Program is to provide high quality, effective and educationally sound training on alcohol responsibility and the law to California retail licensees and their employees.

The Department of Alcoholic Beverage Control expects and encourages licensees to act responsibly relative to their alcoholic beverage license privileges. The LEAD Program provides the licensee and applicant with practical information on serving alcoholic beverages safely, responsibly, and legally, and preventing illicit drug activity at the licensed establishment.



## Statements of Support

“On behalf of the Board of Directors and Awards Committee of the National Commission Against Drunk Driving, it is my pleasure to confirm that the California Department of Alcoholic Beverage Control has been selected to receive our Eleventh Annual Education and Prevention Award.

Among a field of very strong contenders, your submission of the LEAD Project was deemed the best example of the outstanding work being done across the country to reduce the incidence of drunk and impaired driving.”

**--Terrance D. Schiavone, President  
National Commission Against  
Drunk Driving  
September 29, 1995**

“The LEAD Program is an absolutely fantastic program. As a retailer I can’t tell you how invaluable it is to have these continuous training programs for our management and staff. By educating our management and staff we can operate our business in a truly professional manner.”

**--Jim Kavanagh  
Kavanagh Liquors**

## Benefits of Training

- ☒ Reduces risk of liability, including criminal (court action), civil (lawsuit) and administrative (ABC accusation).

The *Three Strikes Law* (effective 1/1/95) says ABC may revoke an ABC license if an establishment has three violations within three years (of selling alcohol to, or permitting consumption of alcohol by, a minor). LEAD Training can help reduce the risk of license revocation.

- ☒ Possible reduced insurance premiums
- ☒ Provides ways to deal with difficult situations

